

# ACCME Essential Areas and Elements

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# Objectives

- Summarize ACCME Essentials
- Identify each ACCME Element and its associated AF CME Program compliance status
- Summarize ACCME's Standards for Commercial Support

# ACCME Essential Areas

- Essential Area 1: (Purpose and Mission)
  - **Why** is your organization providing CME?
- Essential Area 2: (Planning and Evaluation)
  - **How** is your organization providing CME activities?
  - **How well** is your organization accomplishing its purpose in providing CME activities?

# ACCME Essential Areas

## continued

- Essential Area 3: (Administration)
  - What is the **organizational support** for your CME unit?
  - What are the **protocols** used by your CME unit?

# Essential Area 1:

## (Purpose and Mission)

- Why is your organization providing CME?
  - What is your goal?
  - Future objectives

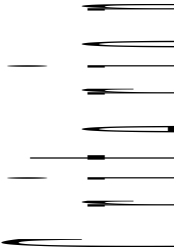
# Essential Area 1

## (Purpose and Mission)

- Element 1.1
  - The provider must have a written statement of its CME mission, that includes the CME purpose, content areas, target audience, type of activities provided, and expected results of the program.

# Essential Area 1

## Element 1.1

| 1.1 Have a written mission statement...  |                      |                                    |
|--|----------------------|------------------------------------|
|  | Not in Compliance    | No mission statement               |
|  | Partial Compliance   | Omits one or more basic components |
|  | Compliance           | All basic components               |
|  | Exemplary Compliance | Strong emphasis on results         |

# Essential Area 1

## (Purpose and Mission)

- Element 1.2
  - The provider must demonstrate how the CME mission is congruent with and supported by the mission of the parent organization, if a parent organization exists.
- AF CME Program has been designated by the ACCME to be the parent organization in our healthcare system
- AF CME Program will not be graded on this element



# Essential Area 1

## Element 1.2

| 1.2 Demonstrate how the CME mission is supported... |                      |  |
|---|----------------------|--|
| Criterion   | Not in Compliance    | CME not mentioned or supported         |
|   | Partial Compliance   | CME mentioned or supported             |
|   | Compliance           | CME mentioned & supported; or reviewed |
|   | Exemplary Compliance | CME mentioned, supported and reviewed  |

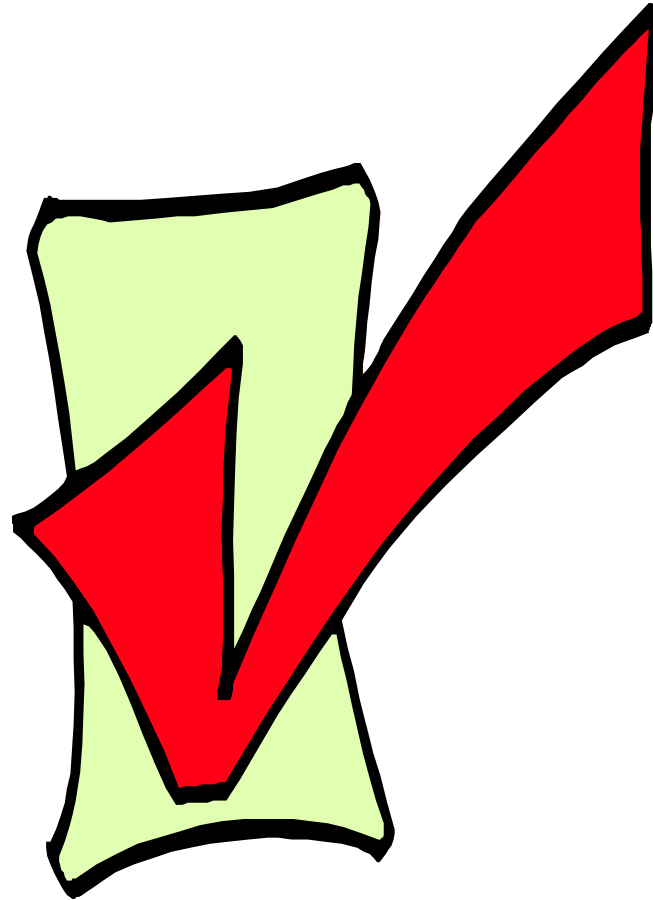
# Essential Area 1

- Element 1:1: Purpose vs. expected results
- Element 1:2: Support from above

# Essential Area 2:

## (Education Planning and Evaluation)

- How is your organization providing CME activities?
- How well is your organization accomplishing its purpose in providing CME activities?



# Element 2.1

The provider must use a planning process(es) that links identified educational needs with a desired result in its provision of all CME activities.

# Essential Area 2

## Element 2.1

| 2.1 Use planning process(es) that link(s) ... |                      |   |
|---|----------------------|---|
| Criterion                                     | Not in Compliance    | Not used  |
|   | Partial Compliance   | Used inconsistently                                   |
|   | Compliance           | Used consistently                                     |
|   | Exemplary Compliance | Innovative and creative process(es) used consistently |

# Element 2.2

The provider must use needs assessment data to plan CME activities.

# Essential Area 2

## Element 2.2

| 2.2 Use needs assessment data to plan CME activities... |                      |                                    |
|---|----------------------|------------------------------------|
|   | Not in Compliance    | Not used                           |
|   | Partial Compliance   | Used inconsistently                |
|   | Compliance           | Used consistently                  |
|   | Exemplary Compliance | Multiple sources consistently used |

## Element 2.3

The provider must communicate the purpose or objectives of the activity so the learner is informed before participating in the activity.



# Essential Area 2

## Element 2.3

2.3 Communicate the purpose or objectives of the activity so the learner is informed before participating in the activity...

|  |                      |  |
|--|----------------------|--|
|  | Not in Compliance    | Not communicated                               |
|  | Partial Compliance   | Communicated inconsistently                    |
|  | Compliance           | Communicated consistently                      |
|  | Exemplary Compliance | Learning outcomes (performance/ health status) |

# Next Three Elements

- Keep in mind the values of
  - Self Assessment
  - Improvement

# Element 2.4

The provider must evaluate the effectiveness of its CME activities in meeting identified educational needs.

# Essential Area 2

## Element 2.4

| 2.4 Evaluate the effectiveness of its CME activities in meeting identified educational needs... |                      |   |
|---|----------------------|---|
| Criterion   | Not in Compliance    | Evaluation does not exist   |
|   | Partial Compliance   | Evaluation inconsistent   |
|   | Compliance           | Evaluation consistent; measures satisfaction, knowledge, or skills                      |
|   | Exemplary Compliance | Evaluation consistent; measures practice application and / or health status improvement |

# Element 2.5

The provider must evaluate the effectiveness of its overall CME program and make improvements to the program.

# Essential Element 2

## Element 2.5

|  |                      |  |
|--|----------------------|--|
| 2.5 evaluate the effectiveness of its overall CME program and make improvements to the program |                      |  |
| Criterion  | Not in Compliance    | No mechanism in place  |
|  | Partial Compliance   | Mechanism with no evidence of use or improvements                            |
|  | Compliance           | Mechanism used and evidence of improvements made                             |
|  | Exemplary Compliance | Innovative and creative mechanisms used and evidence of regular improvements |

# Essential Area 2 – Lessons

- Element 2.1
  - Performance in practice...show us!!
  - Association between 2.1 and 2.2
- Element 2.4 & 2.5
  - Activity vs. Program Evaluation
  - Both involve self-assessment and can lead to improvement.

# Administration

- What is the organizational support for your CME unit?
- What are the protocols used for your CME unit?



# Element 3.1

The provider must have an organizational framework for the CME unit that provides the necessary resources to support its mission including support by the parent organization, if a parent organization exists.

# Essential Area 3

## Element 3.1

3.1 Have an organizational framework for the CME unit that provides the necessary resources

|                      |  |                             |
|----------------------|--|-----------------------------|
|                      | Not in Compliance                                    | No organizational framework |
| Partial Compliance   | Organizational framework but no resources or support |                             |
| Compliance           | Organizational framework with resources or support   |                             |
| Exemplary Compliance | ...with review process and improvement               |                             |

# Element 3.2

The provider must operate the business and management policies and procedures of its program (as they relate to human resources, financial affairs and legal obligations), so that its obligations and commitments are met.

# Essential Area 3

## Element 3.2

| 3.2 Operates...policies & procedures (HR, financial, legal) |                      |  |
|---|----------------------|--|
| Criterion   | Not in Compliance    | Policies and procedures are not in place - Obligations are not met |
|   | Partial Compliance   |  |
|   | Compliance           | Policies and Procedures in place                                   |
|   | Exemplary Compliance | Creative and innovative Policies and procedures                    |

# Element 3.3

The provider must present CME activities in compliance with ACCME's policies for disclosure and commercial support.

# Essential Area 3

## Element 3.3

3.3 Present CME activities in compliance with ACCME's policies for disclosure and commercial support...

|           |                      |   |
|-----------|----------------------|---|
| Criterion | Not in Compliance    | Does not disclose, control content, separate, <u>or</u> have oversight of funds       |
|           | Partial Compliance   |   |
|           | Compliance           | Consistently discloses, controls content, separates <u>and</u> has oversight of funds |
|           | Exemplary Compliance | ...with innovative/ creative practices  |

# Essential Area 3 - Lessons

- Element 3.2:
  - ACCME will not verify compliance with internal policies
- Element 3.3:
  - Demonstrate compliance

# Other Requirements

- ACCME Policies on Joint Sponsorship
- ACCME Policies on Enduring Materials
- ACCME Policies on Journal CME
- ACCME Policies on Internet CME
- <http://www.accme.org>



# Element 3.3

## Standards for Commercial Support

- Objective
  - Explain the requirements for complying with ACCME's Standards for Commercial Support

# Element 3.3

## Standards for Commercial Support

- Definition
  - A mechanism of ethical propriety within which the CME community and its commercial supporters can effectively operate

# Element 3.3

## Standards for Commercial Support

- Key elements
  - Responsibility
  - Balance
  - Management of funds
  - Written agreement
  - Disclosure
  - Promotional activities

# Element 3.3

## Standards for Commercial Support

- Preamble
  - Improve patient care
  - Commercial support contributes to the quality of CME
  - “Appropriate” behavior

# Element 3.3

## Standards for Commercial Support

- General responsibilities
  - Accredited sponsors responsible for:
    - Content
    - Quality
    - Scientific integrity
    - following Essentials

# Element 3.3

## Standards for Commercial Support

- Basic design requirements
  - Free of commercial bias
  - Objective information
  - Accepted scientific methods

# Element 3.3

## Standards for Commercial Support

- Independence - 1
  - Commercial supporters cannot control:
    - Planning
    - Content
    - Execution

# Element 3.3

## Standards for Commercial Support

- Independence - 2
  - Marketing of activity - sponsor must
    - Authorize dissemination
    - Be responsible for content
    - Identify accredited sponsor



# Element 3.3

## Standards for Commercial Support

- Identifying products
  - Generic names
  - Trade names
  - Balanced view

# Element 3.3

## Standards for Commercial Support

- Reporting on scientific research
  - Important to medical community
  - Detailed outline
  - Sponsor must confirm scientific objectivity of research

# Element 3.3

## Standards for Commercial Support

- Unlabeled use of products
  - Disclosure to participants
  - Documentation of disclosure

# Element 3.3

## Standards for Commercial Support

- Exhibits and commercial activities
  - Should not interfere with CME activity
  - Placement not a condition of support
  - In CME activity room:
    - No promotional materials
    - No sales activity
  - Policy 97-A-16

# Element 3.3

## Standards for Commercial Support

- Management of funds - 1
  - Sponsor makes all funding decisions
  - Grants payable to provider
    - 99-A-14
  - Letter of agreement defines terms
  - Sponsor has full knowledge

# Element 3.3

## Standards for Commercial Support

- Management of funds - 2
  - Reasonable honoraria and expenses
  - Acknowledge support not products
  - Sponsor report on expenditures

# Element 3.3

## Standards for Commercial Support

- Social events
  - Do not compete with CME
  - Common sense approach

# Element 3.3

## Standards for Commercial Support

- Disclosure
  - Sponsor has a policy requiring faculty disclosure
  - Disclosure must be made to participants



# Element 3.3

## Standards for Commercial Support

- What needs to be disclosed?
  - Faculty disclose:
    - Relationships with products and services
    - Relationships with supporters of the activity
    - Off-label uses
  - Sponsors disclose
    - Relationship with commercial supporters

# Element 3.3

## Standards for Commercial Support

- Disclosure...points to remember
  - “Relationship” is not “conflict of interest”
  - Participants have “right to know”

# Element 3.3

## Standards for Commercial Support

- Support for non-faculty attendees
  - Funds cannot be used for:
    - Travel/lodging expenses
    - Honoraria
    - Registration fees
    - Extravagant meals or social events

# Element 3.3

## Standards for Commercial Support

- Scholarships
  - For students, residents and fellow only
  - Determined by sponsor
  - Provided with full knowledge of training institution

# Element 3.3

## Standards for Commercial Support

- Bottom line...
  - Sponsors call the shots
  - Balance - no commercial bias
  - Participants aware of relationships
  - Education and promotion separate

# Summary

- Summarize ACCME Essentials
- Identify each ACCME Element and its associated AF CME Program compliance status
- Summarize ACCME's Standards for Commercial Support